REPUBLIC OF KENYA

NATIONAL OCCUPATIONAL STANDARDS

FOR

BROADCAST JOURNALIST

KNQF LEVEL 6

ISCED OCCUPATIONAL STANDARD CODE; 0321 654B

TVET CDACC
P.O. BOX 15745-00100
NAIROBI

PRACTICE PHOTOJOURNALISM

UNIT CODE: ME/OS/BJ/CR/09/6/B

UNIT DESCRIPTION

This unit specifies the competencies required to practice photojournalism. It involves determining equipment and techniques in photography, determining photography for media platforms, shooting digital photography, writing photo captions and editing perceptive photos.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the **key outcomes** which make up **workplace function**.	PERFORMANCE CRITERIA These are **assessable** statements which specify the required level of performance for each of the elements. *(Bold and italicized terms are elaborated in the range)*
1. Determine equipment and techniques in photography	1.1 *Forms of photography* are established as per organizational activities 1.2 *Photography equipment* are identified as per the organization 'activities. 1.3 Photography techniques are established in line with type of photography
2. Determine photography for media platforms	2.1 *Media platform* are established based on organizational structure. 2.2 Photo designs are evaluated based on purpose of the shoot. 2.3 Shooting schedule is formulated based on organizational objectives.
3. Shoot digital photography	3.1 Shoot location is established according to organizational activities 3.2 Shoot subjects are identified according to organizational objectives. 3.3 *Photo shoot resources* are established and their availability secured. 3.4 Shoot set-up is established as per the organizational guidelines. 3.5 Photo shoot is executed as per the SOPs. 3.6 Photos for different media platforms are selected based on organization structure.
4. Write photo caption	4.1 Photo captions are identified 4.2 Photos are analyzed based on organizational objectives. 4.3 Research and fact checking is conducted based on photos available.

	4.4 Captions are written based on the type of story.
5. Edit perceptive photo	1.1 Photo editing tools are determined as per the SOPs. 1.2 Photos are reviewed and selected based on organization objectives. 1.3 Photo file formats are determined as per the SOPs. 1.4 Photos are edited as per the organizational objectives. 1.5 Edited photos are placed based on the media platforms. 1.6 Edited photos are packaged and archived as per the organizational guidelines.

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
1. Forms of photography include but not limited to:	• Portrait • Sports • Spots • News • Landscape • Wildlife • Commercials • Fashion
2. Photography equipment include but not limited to:	• Cameras • Lenses • Tripods • Diffusers • Reflector Kit
3. Media platform include but not limited to:	• Magazine, • Newspaper, • Online, • Tv
• Photo shoot resources include but not limited to:	• Human • Financial • Technical • Physical

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required skills

The individual needs to demonstrate the following skills:
- Communication
- ICT
- Interpersonal
- Public relations
- Planning
- Budgeting
- Creativity
- Innovation
- Multi-media

Required knowledge

The individual needs to demonstrate knowledge of:
- Media regulations and policies
- Media code of ethics
- Security and safety
- Current affairs
- Technological savvy

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	Assessment requires evidence that the candidate: 1.1 determined equipment and techniques in photography 1.2 determined photography for different media and platforms 1.3 Demonstrated ability to shoot digital photography 1.4 Demonstrated ability to determine photographic activities for media 1.5 Demonstrated ability to edit perceptive photos 1.6 Demonstrated ability to write captions
2. Resource Implications	The following resources should be provided: 2.1 Access to relevant workplace where assessment can take place 2.2 Appropriately simulated environment where assessment can take place
3. Methods of Assessment	Competency may be assessed through: 3.1 Interview

	3.2 Observation 3.3 Written tests 3.4 Third party reports	
1. Context of Assessment	Competency may be assessed on: 4.1 On the job 4.2 Off the job 4.3 During industrial attachment	
2. Guidance information for assessment	Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.	